



Certified Social Media
Marketing Professional
VS-1096

Vskills Certifications

Vskills Brochure



Skills for a secure future

Certified Social Media Marketing Professional

Certification Code VS-1096

Vskills certification for Social Media Marketing Professional assesses the candidate as per the company's need for web site promotion and optimization on various social media websites like Facebook, Twitter, LinkedIn, etc. The certification tests the candidates on various areas in social media marketing concepts which includes the knowledge of social media platforms and tools, social media strategies, social commerce, social media metrics, social media analytics and ROI measurements.

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Social Media Marketing Professional Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in IT or web promotion department of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%). There is no negative marking in this module.

Fee Structure

Rs. 4,999/- (Excludes taxes)*

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Companies that hire Vskills Certified Social Media Marketing Professional

Social Media Marketing professionals are in great demand. Companies specializing in web-based business or website promotion are constantly hiring knowledgeable social media marketing professionals. Various public and private companies also need social media marketing professionals for promoting their web-based business on fast spreading social media platforms.

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Sample Questions

1. The term TLD expands to _____.
 - A. Top Level Directory
 - B. Top Level Domain
 - C. Top Layer Directory
 - D. None of the above

2. The 301 redirect is used for _____.
 - A. Not found page redirection
 - B. Missing page redirection
 - C. Server error page redirection
 - D. None of the above

3. The term CMS refers to _____.
 - A. Citation Management System
 - B. Content Master System
 - C. Content Management System
 - D. None of the above

4. The term which describes the way that search engines consistently tweak and evolve their ranking algorithms is _____.
 - A. Permaflux
 - B. Algoflux
 - C. Fluxalgo
 - D. None of the above

5. The split test is also known as _____.
 - A. A/B Test
 - B. Conversion test
 - C. Change test
 - D. None of the above

Answers: 1 (B), 2 (B), 3 (C), 4 (A), 5 (A)

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

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